

Zomato Sales Analysis Report

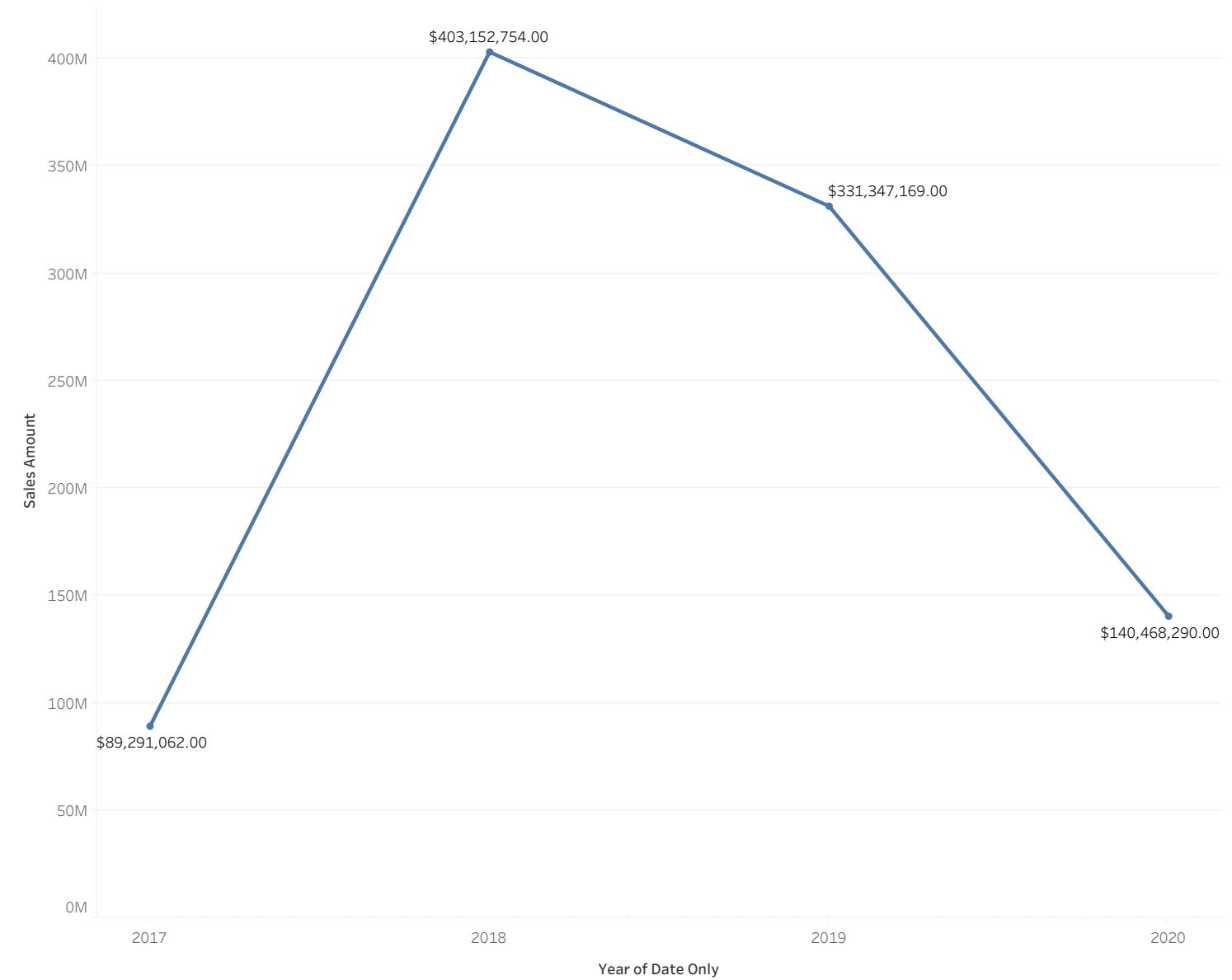
Introduction	Revenue Over Time	Top 10 Revenue by Restaurants	Sales by City	Sales by day of the week	Sales by Cuisine	New Vs repeated Cu..
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Zomato’s Sales Analysis Report

This report provides a detailed overview of Zomato’s sales performance using historical order and restaurant data. The objective is to identify revenue trends, peak sales period, top performing restaurants, and actionable insights to drive future growth.

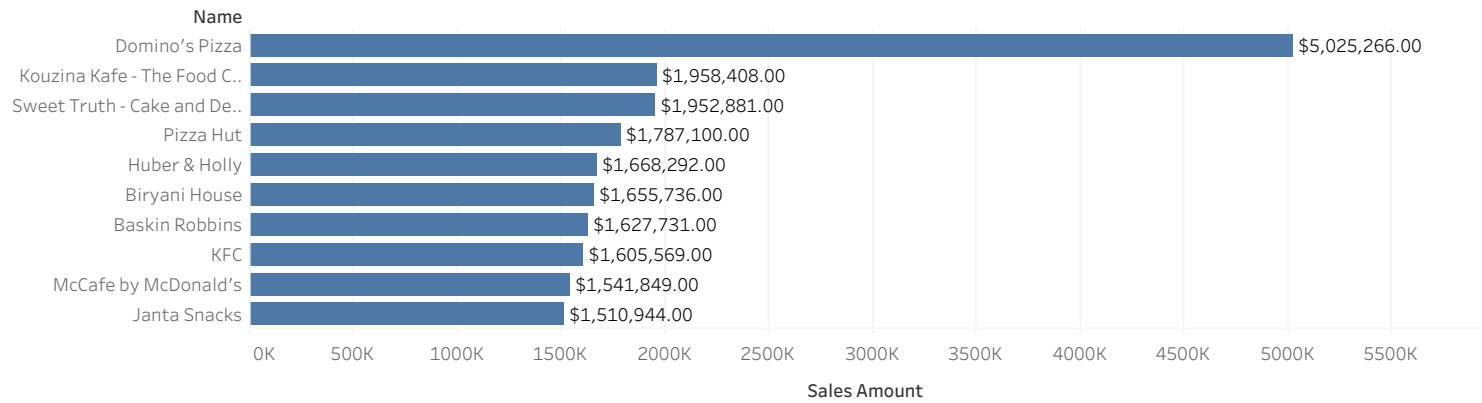
Zomato Sales Analysis Report

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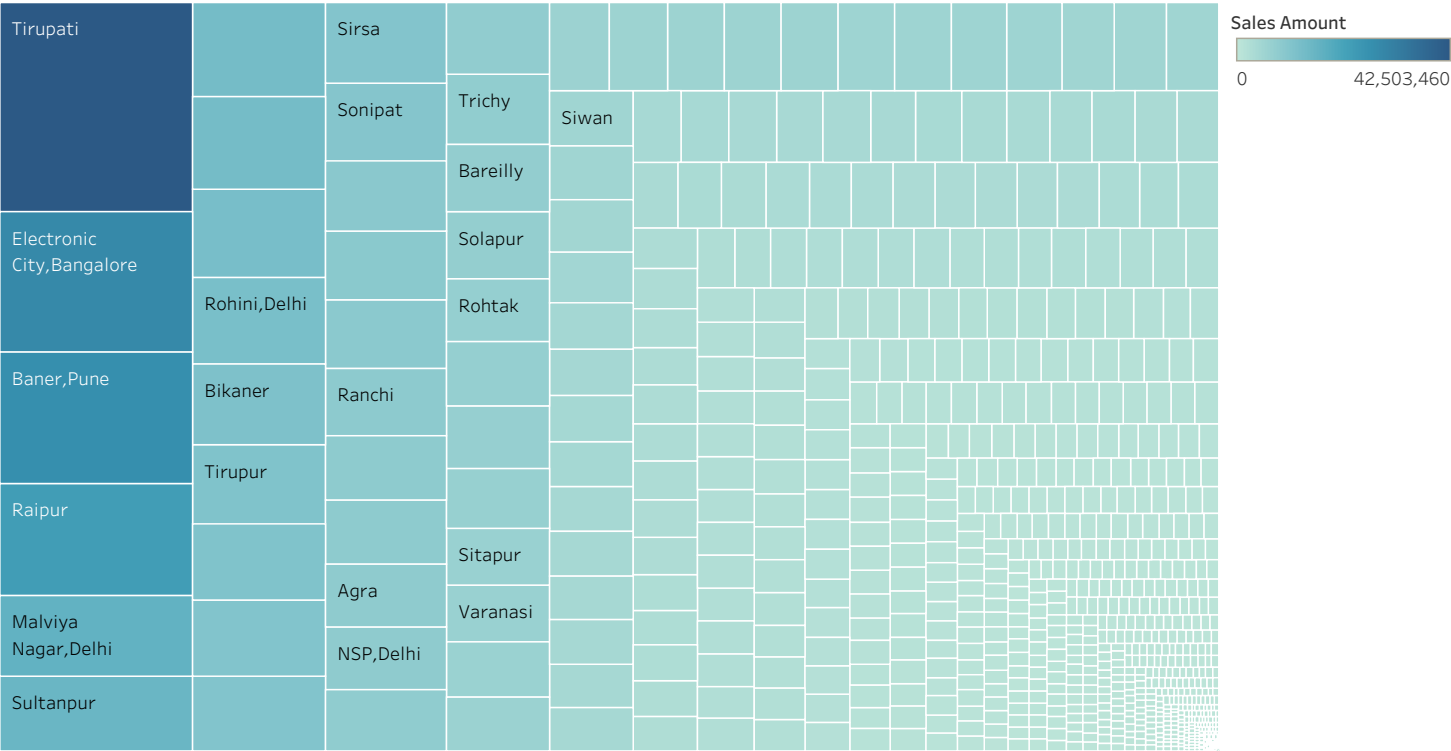
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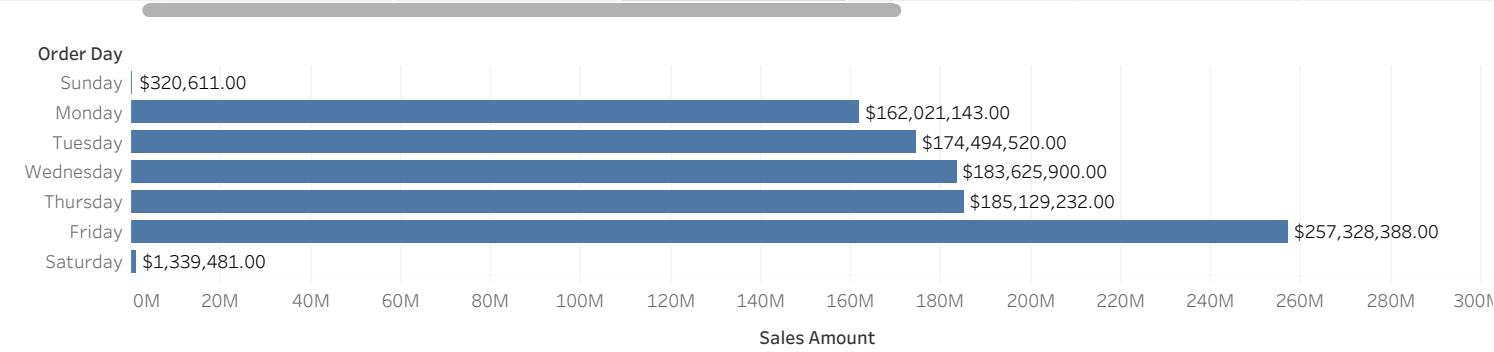
Zomato Sales Analysis Report

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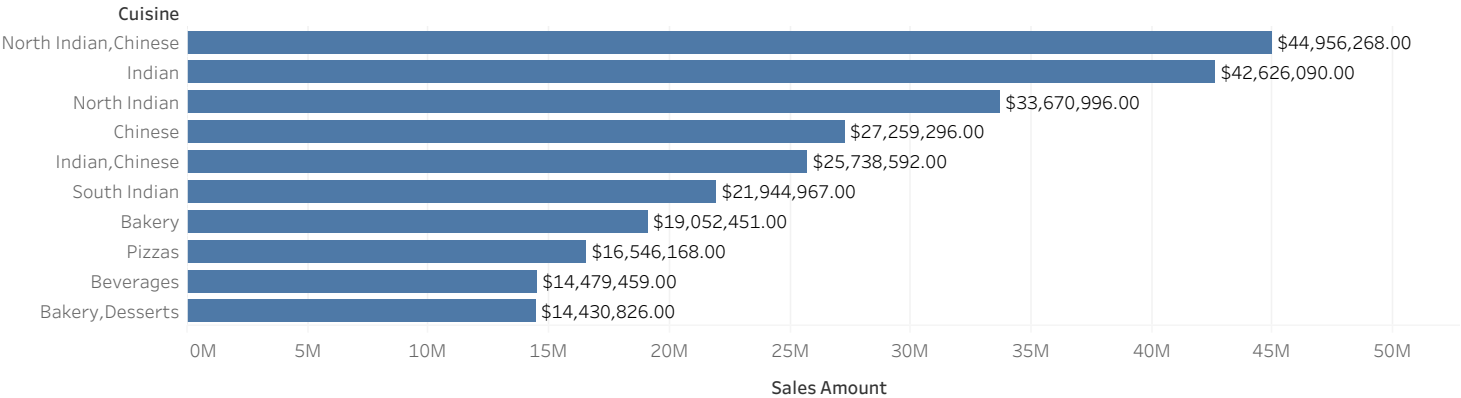
Zomato Sales Analysis Report

Revenue Over Time	Top 10 Revenue by Restaurants	Sales by City	Sales by day of the week	Sales by Cuisine	New Vs repeated Customers	Total Revenue
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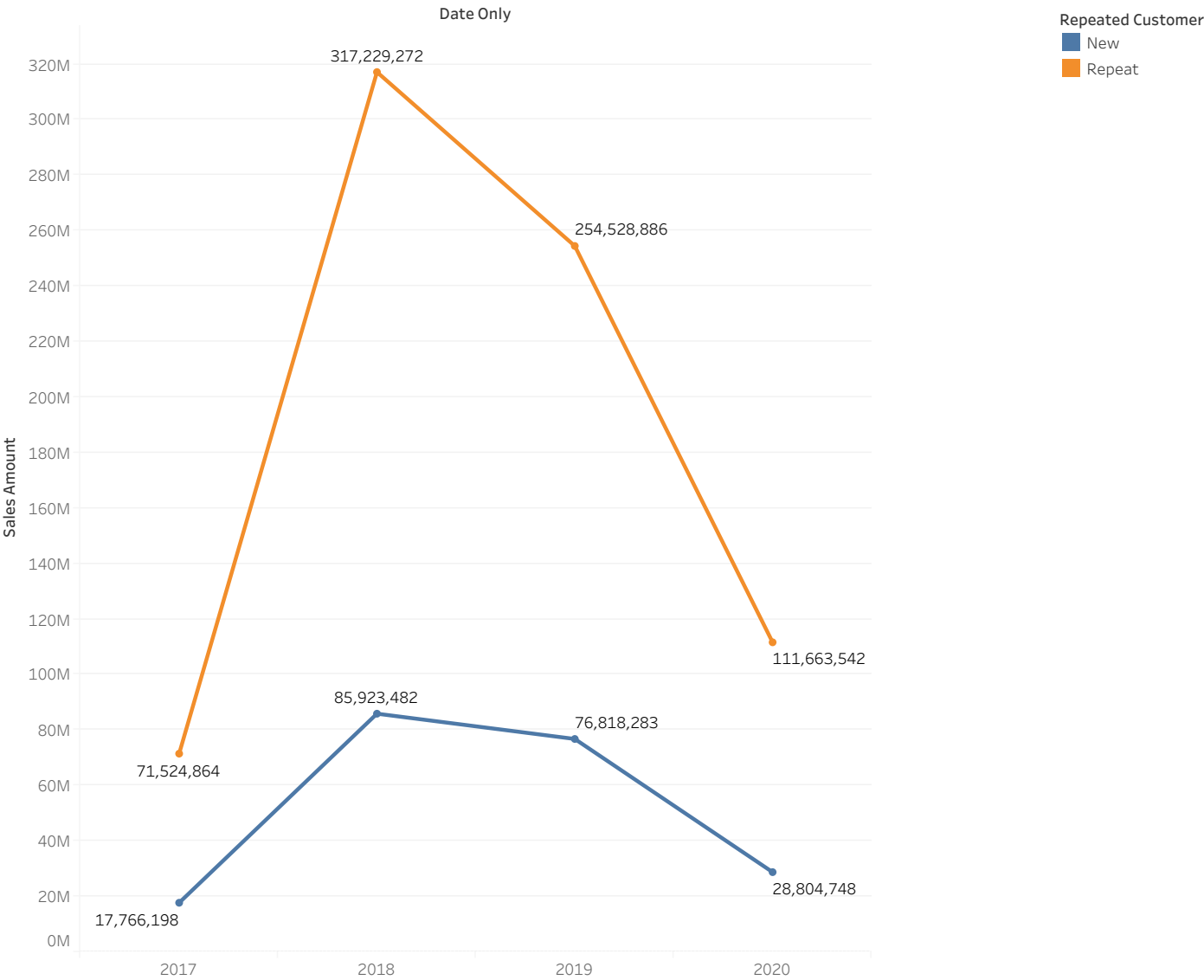
Zomato Sales Analysis Report

Top 10 Revenue by Restaurants	Sales by City	Sales by day of the week	Sales by Cuisine	New Vs repeated Customers	Total Revenue	Total Orders
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Zomato Sales Analysis Report

Sales by City	Sales by day of the week	Sales by Cuisine	New Vs repeated Customers	Total Revenue	Total Orders	Average Order Value
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Zomato Sales Analysis Report

Sales by day of the week	Sales by Cuisine	New Vs repeated Customers	Total Revenue	Total Orders	Average Order Value	Sales analysis Dashboard
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\$964,259,275.00

Zomato Sales Analysis Report

Sales by Cuisine	New Vs repeated Customers	Total Revenue	Total Orders	Average Order Value	Sales analysis Dashboard	Key Insights
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\$148,541.00

Zomato Sales Analysis Report

New Vs repeated Customers	Total Revenue	Total Orders	Average Order Value	Sales analysis Dashboard	Key Insights	Recommendations
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\$6,486.17

Zomato Sales Analysis Report

New Vs repeated Cu..	Total Revenue	Total Orders	Average Order Value	Sales analysis Dashboard	Key Insights	Recommendations
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Total Revenue

\$964,259,275.00

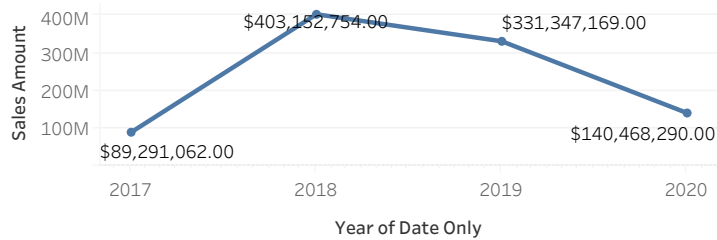
Total Orders

\$148,541.00

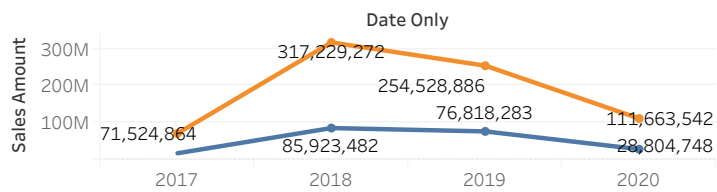
Avg Order Value (AOV)

\$6,486.17

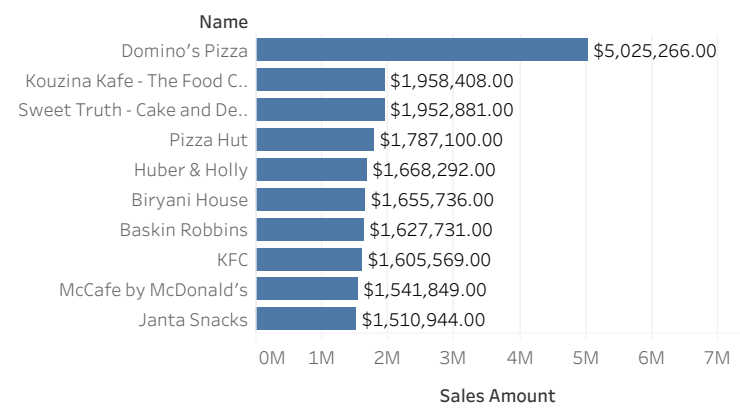
Revenue Over Time



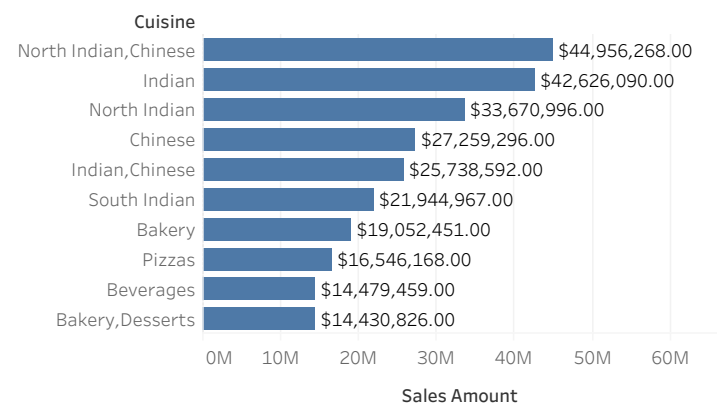
New Vs. Repeated Customers



Top 10 Revenue by Restaurants



Top 10- Sales by Cuisine



Sales by City



Sales by day of the week

Order Day

Zomato Sales Analysis Report

New Vs repeated Cu..	Total Revenue	Total Orders	Average Order Value	Sales analysis Dashboard	Key Insights	Recommendations
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Key Insights

- Sales peaked in 2018 and began to decline in 2019 and 2020, likely due to the impact of Covid-19 pandemic.
- Most orders are placed on Thursdays and Fridays, indicating pre-weekend spikes in customer activity.
- Domino’s Pizza generates the highest revenue among all restaurants.
- Tirupati records the highest number of sales, outperforming other cities.
- North Indian, Chinese cuisine are the most popular, generating the highest sales among all food categories.
- Repeat customers tend to place higher-value orders compared to one-time users, suggesting customer loyalty positively affects revenue.

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New Vs repeated Cu..	Total Revenue	Total Orders	Average Order Value	Sales analysis Dashboard	Key Insights	Recommendations
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Recommendations

Sales Timing- Launch mid-week and weekend promotions (e.g wed lunch deals or Friday dinner discounts) to further leverage high- order days.

High- Performing Cities- Invest in local marketing and logistics expansion in top performing cities like Tirupati to boost delivery capacity and satisfaction.

Popular Cuisines- Highlight top cuisines (North Indian, Chinese) in app banners or curated sections to maximize visibility and upsell opportunities.

Repeat Customers- Offer loyalty programs or exclusive rewards to returning customers, encouraging them to continue placing higher-value orders.

Low performing segments- Run targeted campaigns for underperforming cuisines or restaurants, offering bundles deals to attract new interest.

Mobile engagements- Push personalized notifications during peak ordering days to increase conversion rate and order volume.